

WHP-TV CBS21

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WHP	10/30/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	5	\$3,590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--		5				\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12		M-F 730p-8p See MG 6.7,6.8,6.9,6.10,6.11 [No Avail]		730p-8p	MTWThF----	:30		(\$450.00)		0.00	NM		
2	WHP	10/30/12-11/05/12		M-F 730p-8p See MG 6.7,6.8,6.9,6.10,6.11 [No Avail]		730p-8p	MTWThF----	:30		(\$450.00)		0.00	NM		
3	WHP	10/30/12-11/05/12		M-F 730p-8p See MG 6.6 [No Avail]		730p-8p	MTWThF----	:30		(\$450.00)		0.00	NM		
4	WHP	10/30/12-11/05/12		M-F 730p-8p See MG 6.7,6.8,6.9,6.10,6.11 [No Avail]		730p-8p	MTWThF----	:30		(\$450.00)		0.00	NM		
5	WHP	10/30/12-11/05/12		M-F 730p-8p See MG 8.3,8.4,8.5 [Due to Political] Due to Political		730p-8p	MTWThF----	:30		(\$450.00)		0.00	NM		
6	WHP	10/30/12-11/02/12		M-F 730p-8p Ⓜ MG for 6.3 10/31 [MG within Flight]		730p-8p	-TWThF----	:30		\$450.00		0.00	NM		
7	WHP	11/05/12-11/05/12		Mon Reg 3 Ⓜ MG for 7.1,7.3,24.2,17.1,4.4,4.1,6.2,6.1,6.4 [Approved by Buyer]		10p-11p	M-----	:30		\$2,250.00		0.00	NM		
8	WHP	11/05/12-11/05/12		M-F 730p-8p Ⓜ MG for 7.1,7.3,24.2,17.1,4.4,4.1,6.2,6.1,6.4 [Approved by Buyer]		730p-8p	M-----	:30		\$800.00		0.00	NM		
9	WHP	11/05/12-11/05/12		M-F 7p-730p Ⓜ See MG 8.3,8.4,8.5 [No Avail]		7p-730p	M-----	:30		(\$700.00)		0.00	NM		
10	WHP	10/30/12-11/02/12		M-F 6a-7a News Ⓜ MG for 7.1,7.3,24.2,17.1,4.4,4.1,6.2,6.1,6.4 [Approved by Buyer]		6a-7a	-TWThF----	:30		\$70.00		0.00	NM		
11	WHP	10/30/12-11/02/12		Late Late Show Ⓜ MG for 7.1,7.3,24.2,17.1,4.4,4.1,6.2,6.1,6.4 [Approved by Buyer]		1235a-135a	-TWThF----	:30		\$20.00		0.00	NM		
N 7	WHP	10/30/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--		5				\$400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12		M-F 7p-730p See MG 6.7,6.8,6.9,6.10,6.11 [No Avail]		7p-730p	MTWThF----	:30		(\$400.00)		0.00	NM		
3	WHP	10/30/12-11/05/12		M-F 7p-730p See MG 6.7,6.8,6.9,6.10,6.11 [No Avail]		7p-730p	MTWThF----	:30		(\$400.00)		0.00	NM		
5	WHP	10/30/12-11/05/12		M-F 7p-730p See MG 8.3,8.4,8.5 [No Avail]		7p-730p	MTWThF----	:30		(\$400.00)		0.00	NM		
N 8	WHP	10/30/12	11/05/12	Sa Prime Access Rotato Sa Prime Access Rotator	CM	7p-8p	-----S-	:30	2	\$135.00	P-3	0.00	NM	4	\$3,930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-		2				\$135.00		0.00			

Order / Rev: 68805
Alt Order #: 9853139 /Brad
Flight Dates: 10/30/12 - 11/06/12

Advertiser: Casey/D/Senate
Product Desc: Bob Casey for Senate
Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 8	WHP	10/30/12	11/05/12	Sa Prime Access Rotator	CM	7p-8p	-----S-	:30	2	\$135.00	P-3	0.00	NM	4	\$3,930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----S-		2				\$135.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12	Sa Prime Access Rotator			7p-8p	-----Sa--	:30		(\$135.00)		0.00	NM		
		See MG 8.3,8.4,8.5 [No Avail]													
3	WHP	10/30/12-11/05/12	Mon Reg 1			8p-9p	M-----	:30		\$3,750.00		0.00	NM		
		Ⓜ MG for 6.9,12.1,1.3,1.2,1.4,7.5,6.5,8.1 [MG within Flight]													
4	WHP	10/30/12-11/05/12	Su 1130p-1230a			1130p-1230a	-----Su	:30		\$35.00		0.00	NM		
		Ⓜ MG for 6.9,12.1,1.3,1.2,1.4,7.5,6.5,8.1 [MG within Flight]													
5	WHP	10/30/12-11/05/12	Sa 1230a-130a			1230a-130a	-----Sa--	:30		\$10.00		0.00	NM		
		Ⓜ MG for 6.9,12.1,1.3,1.2,1.4,7.5,6.5,8.1 [MG within Flight]													
N 9	WHP	10/30/12	11/05/12	Tue Reg 1	CM	8p-9p	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-T-----		1				\$1,800.00		0.00			
N 10	WHP	10/30/12	11/05/12	Sun Reg 1	CM	7p-8p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	3	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----S		1				\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12	Sun Reg 1			7p-8p	-----Su	:30		(\$1,000.00)		0.00	NM		
		See MG 10.2,10.3,10.4 [Higher Rated Adv]													
2	WHP	10/30/12-11/05/12	SEC Prime Game			Various	-----Sa--	:30		\$895.00		0.00	NM		
		Ⓜ MG for 10.1 11/04 [MG within Flight]													
3	WHP	11/01/12-11/05/12	M-F 6a-7a News			6a-7a	M--ThF----	:30		\$70.00		0.00	NM		
		Ⓜ MG for 10.1 11/04 [MG within Flight]													
4	WHP	10/30/12-11/05/12	Sa-Su LF			11:30 PM-12:30 AM	-----SaSu	:30		\$35.00		0.00	NM		
		Ⓜ MG for 10.1 11/04 [MG within Flight]													
N 11	WHP	10/30/12	11/05/12	Fri Reg 2	CM	9p-10p	----F--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	----F--		1				\$900.00		0.00			
N 12	WHP	10/30/12	11/05/12	Fri Reg 3	CM	10p-11p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	----F--		1				\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12	Fri Reg 3			10p-11p	----F--	:30		(\$1,000.00)		0.00	NM		
		See MG 8.3,8.4,8.5 [Due to Political] Due to Political													
N 13	WHP	10/30/12	11/05/12	Thu Reg 2	CM	9p-10p	---T---	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	---T---		1				\$1,400.00		0.00			
N 14	WHP	10/30/12	11/05/12	Tue Reg 2	CM	9p-10p	-T-----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-T-----		1				\$1,600.00		0.00			
N 15	WHP	10/30/12	11/05/12	Thu Reg 1	CM	8p-9p	---T---	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	---T---		1				\$1,700.00		0.00			

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Advertiser: Casey/D/Senate
Product Desc: Bob Casey for Senate
Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	WHP	10/30/12	11/05/12	Thu Reg 1 Thu 8p-9p	CM	8p-9p	---T---	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	---T---		1				\$1,700.00		0.00			
N16	WHP	10/30/12	11/05/12	Thu Reg 3 Thu 10p-11p	CM	10p-11p	---T---	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	---T---		1				\$1,400.00		0.00			
N17	WHP	10/30/12	11/05/12	Mon Reg 3 Mon 10p-11p	CM	10p-11p	M-----	:30	1	\$1,300.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	M-----		1				\$1,300.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WHP	10/30/12-11/05/12	Mon Reg 3		10p-11p	M-----	:30		(\$1,300.00)		0.00	NM		
	See MG 6.7,6.8,6.9,6.10,6.11 [No Avail]														
N18	WHP	10/30/12	11/05/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	M-----		1				\$1,500.00		0.00			
N19	WHP	10/30/12	11/05/12	Wed Reg 3 Wed 10p-11p	CM	10p-11p	--W----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	--W----		1				\$1,100.00		0.00			
N20	WHP	10/30/12	11/05/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----S		1				\$1,200.00		0.00			
N21	WHP	10/30/12	11/05/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----S		1				\$1,800.00		0.00			
N22	WHP	10/30/12	11/05/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----S		1				\$1,200.00		0.00			
N23	WHP	10/30/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		5				\$150.00		0.00			
N24	WHP	10/30/12	11/05/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	5	\$140.00	P-2	0.00	NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		5				\$140.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	WHP	10/30/12-11/05/12	Letterman		1135p-1235a	MTWThF----	:30		(\$140.00)		0.00	NM		
	See MG 6.7,6.8,6.9,6.10,6.11 [No Avail]														
N25	WHP	10/30/12	11/05/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----S		1				\$150.00		0.00			
Totals													55	\$29,405.00	